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## TRANSMITTAL FORM

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Total Number of Pages in This Submission 16

Application Number	10/736,800
Filing Date	December 15, 2003
First Named Inventor	Scott BLUM
Art Unit	3625
Examiner Name	Mark A. FADOK
Attorney Docket Number	30289-1010

### ENCLOSURES (Check all that apply)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input checked="" type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Reply to Missing Parts/ Incomplete Application<br><input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br>Change of Correspondence Address<br><br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><br><input type="checkbox"/> CD, Number of CD(s) _____<br><input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC<br><br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><br><input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)<br><br><input type="checkbox"/> Proprietary Information<br><br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):<br>Return-receipt postcard. |
|---|---|---|

Remarks

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name Luce, Forward, Hamilton & Scripps LLP

Signature

Printed name

Mitchell P. Brook, Esq.

Date

November 22, 2006

Reg. No.

32,967

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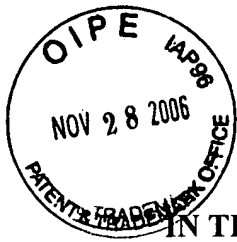
Amy M. Sheridan

Date

November 22, 2006

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Atty. Docket No. 30289-1010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	Group Art Unit:	3625
Scott BLUM	)		
Serial No.:	)	Examiner:	Mark A. FADOK
10/736,800	)		
Filed:	)	Confirmation No.:	4139
December 15, 2003	)		
For:	)		
DIGITAL CONTENT AND	)		
PRODUCT ORDERING	)		
APPARATUS AND METHOD	)		

San Diego, California  
November 22, 2006

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

In response to the Office Action dated August 23, 2006 ("Office Action"), the following amendment and remarks are submitted for the Examiner's consideration:

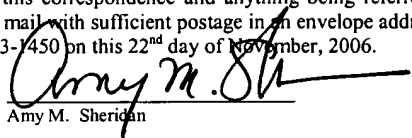
**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 12 of this paper.

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Amy M. Sheridan